

Veterans Franchise Initiative Web site Launched



IFA has launched a Web page dedicated to the VetFran program to enlist the participation of its members who can provide financial incentives to help veterans become

franchised small business owners. To view the page, visit www.franchise.org. There you'll find a growing list of IFA-member companies that have signed up to participate in the initiative.

Franchising 101 For Veterans



The **2003 International Franchise Expo**, open at no charge to veterans, will host a new seminar, "**Franchising 101 for Veterans.**" In addition to explaining the basics of franchising, including how to evaluate a franchise opportunity and questions to ask before investing, the seminar will include details about VetFran. The Expo is set for April 11-13 at the Washington Convention Center in Washington, D.C.

All veterans of the U.S. Armed Services who were honorably discharged are eligible for the VetFran program. Veterans from the greater Washington, D.C. metropolitan area, as well as veterans from across the country, are invited to attend the seminar. Attendees will also be invited to visit the floor of the Expo, where hundreds of franchise concepts will be exhibited.



of

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Veterans Transition Franchise Initiative

**SERVING THOSE
WHO HAVE SERVED
AMERICA**



INTERNATIONAL FRANCHISE ASSOCIATION



SERVING THOSE WHO HAVE SERVED AMERICA

Launched 10 years ago by the International Franchise Association (IFA), the **Veterans Transition Franchise Initiative**, known as **VetFran**, was inspired by the late Don Dwyer, founder of The Dwyer Group. The Gulf War was underway and more than 100 members of the association stepped forward to express their patriotic gratitude by providing financial incentives that aided veterans in acquiring the franchise of their choice.

Again, our nation faces serious challenges and again, our veterans are returning from the front lines.



The association's board of directors has re-invigorated the program and charged a VetFran Task Force, chaired by Dina Dwyer-Owens, president and CEO of The Dwyer Group, to invite IFA members to join the roster of companies committed to thanking veterans once again for their dedication to our country.

To date, more than 60 companies have joined Phase I of the effort, which enlisted franchise concepts with an initial total investment of \$150,000 or less. IFA is developing an expanded program to accommodate veterans interested in concepts requiring investments above that level.

IFA has garnered the cooperation of top-level appointees at the U.S. Department of Veterans Affairs, including Dr. Leo S. Mackay, Jr., Deputy

Secretary, who attended IFA's 2002 convention. At that event, IFA and the Department of Veterans Affairs inked a Memorandum of Understanding to promote access to franchise ownership by former military personnel.

The association is encouraged over the response of those companies that indicated a range of initial investments below \$150,000. That is the maximum loan amount on which the Small Business Administration (SBA) will offer 85 percent loan guarantees through the financial services system. To keep the program as simple as possible, the task force has recommended that franchise systems contribute a portion of the franchise fee as part of the initial earned equity. The amount is flexible, but sufficient to enable the veteran to acquire the franchise with a 10 percent down payment, assuming he or she qualifies for a SBA 85 percent loan guarantee package.

VetFran Program Participants

IFA is dedicated to helping “**serve those who have served America**” by committing to give back to our veterans, for their dedication to this country and helping to preserve our way of life. Franchise systems that have signed on include:

1-800-DryClean, LLC
AccuTrak Inventory Specialists
AIM Mail Centers
Aire Serv Heating & Air Conditioning
All American Deli & Ice Cream Shops
Alta Mere Window Tinting and Auto Alarms
American Leak Detection, Inc.
American Poolplayers Association
Amerispec Home Inspection Service
Atlas Transmission
Children's Orchard, Inc.
Classic Handyman Company
Closet & Storage Concepts
Coffee Beanery Ltd.
ComputerTots/Computer Explorers
Computer Renaissance
Cookies By Design/Cookie Bouquet
Creative Colors International, Inc.

Deck The Walls, Inc.
Dr. Nick's Transmission
DreamMaker Bath & Kitchen by Worldwide
Eagle Cleaners
Edible Arrangements
Expetec Technology Services
Fastframe USA, Inc.
Fourth R Inc.
Geeks on Call
Glass Doctor
Great Frame Up
HandyPro Handyman Services
Happy & Healthy Products, Inc.
Interior Door Replacement Company
Labor Finders
Lawn Doctor
Lentz USA Service Center, Inc.
Mail Boxes Etc., Inc.
Meineke Discount Muffler Shops, Inc.
Merry Maids, L.P.
Milex Tune-Up and Brakes
MO-JOE's, Inc.
Molly Maid
Money Mailer, LLC
Mr. Appliance Corporation
Mr. Electric
Mr. Handyman
Mr. Hero—Steaks, Burgers & Subs
Mr. Motor
Mr. Rooter Plumbing
Mr. Transmission
Multistate Transmission
Navis Pack & Ship Centers
Netspace
Obie's Franchise Systems, Inc.
Personal Best Karate
Pizza Outlet L.P.
Positive Changes Hypnosis
PostNet International Franchise Corporation
Purified Water To Go
Purofirst International
Rainbow International Carpet Care and Restoration Specialist
SealMaster Franchise Group
ServiceMaster Clean
Sparkle International, Inc.
Sports Section, Inc.
Spring-Green Lawn Care Corp.
Two Men and A Truck International, Inc.
West Sanitation Services
WHY USA Real Estate
World Inspection Network